



RÉPUBLIQUE  
FRANÇAISE

Liberté  
Égalité  
Fraternité



# The AFD Group offer for CULTURAL AND CREATIVE INDUSTRIES



© Accès culture

**€565 M**

committed to cultural  
and creative industries  
since 2018

**340**

projects supported  
since 2018

**7.5 M**

people benefit from improved  
access to the cultural sector

*Cultural and creative industries are now a major business sector, representing nearly 3.5% of global GDP. However, there are major regional disparities. AFD Group works to help structure cultural and creative sectors that are accessible, inclusive, and sustainable – especially for young people.*



**#WorldInCommon**

# AFD Group's action strategies

Cultural and creative industries (CCIs) include the following sectors:

audiovisual, cinema, video games,  
music, publishing

performing arts, visual arts,  
fashion and design

cultural heritage, museums,  
crafts, tourism

The cultural and creative sectors help create jobs and promote social cohesion and regional development. AFD Group provides support for structuring cultural and creative ecosystems, with the goals of supporting growth and innovation, promoting our capacity to live together in harmony, and reducing inequalities.

## AFD GROUP'S 4 ACTION PRIORITIES TO SUPPORT CCIs



### SUPPORT CULTURAL POLICIES AND GOVERNANCE

- Help develop ambitious public policies
- Support the establishment of regulatory frameworks that promote investment, protect creative works, and support fair distribution of revenues
- Support accessible, inclusive, sustainable, and innovative sectors



### FUND CULTURAL HERITAGE SITES AND CULTURAL FACILITIES

- Preserve and promote cultural heritage
- Build and rehabilitate sustainable local cultural facilities and infrastructure
- Support sustainable cultural tourism
- Promote cultural activities by and for all



### ADVANCE PROFESSIONAL DEVELOPMENT IN CULTURAL SECTORS

- Encourage training in technical professions, management, and administration of cultural facilities
- Promote the recognition of training and integration into the labor market
- Contribute to the sharing of expertise and networking



### SUPPORT CULTURAL ENTREPRENEURSHIP

- Provide technical and financial support to impactful entrepreneurs (businesses and civil society organizations)
- Encourage investment by financial intermediaries (banks and investment funds)
- Facilitate the scaling up of projects that promote social and sustainable innovation

## OUR CROSS-CUTTING COMMITMENTS



**INEQUALITIES, PARTICULARLY GENDER-BASED:** Empower women and disadvantaged people, and promote their access to culture and cultural heritage



**CLIMATE AND NATURE:** Help strengthen CCIs' energy efficiency, adaptation, and resilience in the face of climate change



**CITIZEN PARTICIPATION:** Promote citizen participation to achieve more inclusive, transparent, and effective governance of CCIs, and to foster the exercise of cultural rights



**PARTNERSHIPS:** Build partnerships at the global, regional, national, and local levels and use CCIs to foster the renewal of more horizontal relationships

**AWARENESS-RAISING:** Use cultural and artistic activities as a way to raise awareness about all the Sustainable Development Goals and to offer shared narratives

# A financial and technical offer adapted to the needs of stakeholders

In the countries where it operates and in the French Overseas Territories, AFD Group provides its clients with a comprehensive range of tools combining financing, project engineering, and support for project management.

## FOCUS ON SUPPORT FOR STAKEHOLDERS IN FOREIGN COUNTRIES

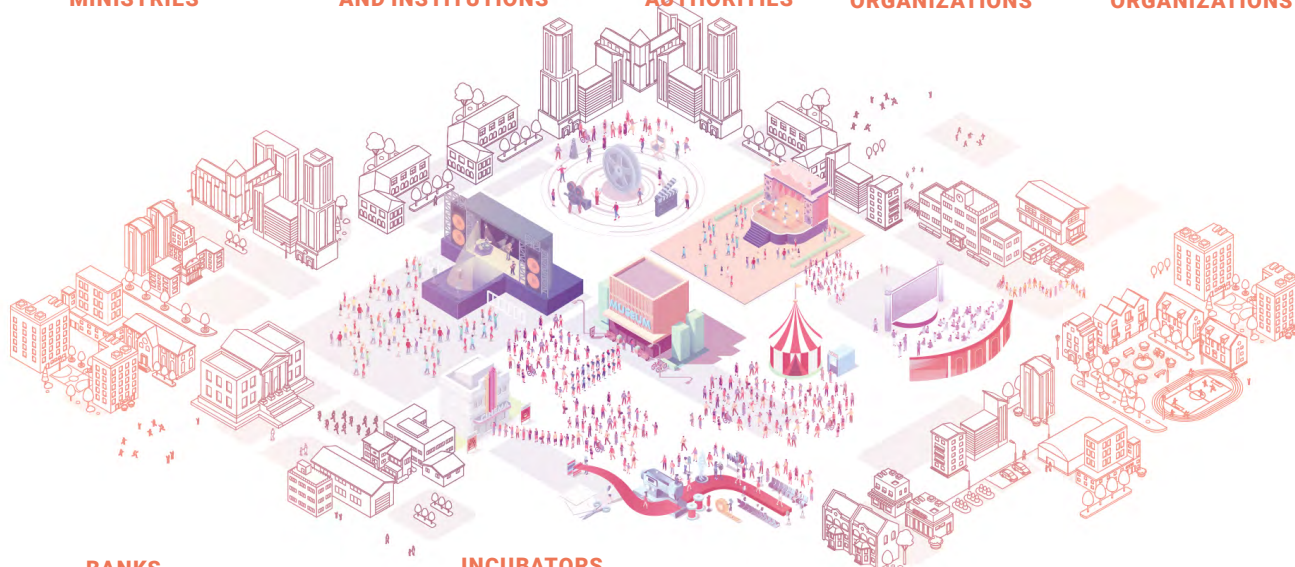
**CENTRAL GOVERNMENTS,  
MINISTRIES**

**PUBLIC AGENCIES  
AND INSTITUTIONS**

**LOCAL  
AUTHORITIES**

**REGIONAL  
ORGANIZATIONS**

**CIVIL SOCIETY  
ORGANIZATIONS**



**BANKS,  
INVESTMENT FUNDS**

**INCUBATORS,  
INNOVATION HUBS**

**TRAINING CENTERS**

**BUSINESSES**



### PROJECT FINANCING

- Loans: sovereign or non-sovereign, concessional or non-concessional, subsidized or non-subsidized
- Budget support for public policies
- Grants (including support funds and funds dedicated to financing local authorities and French expertise)

### GUARANTEES

### EQUITY INVESTMENT

### MOBILIZATION OF EXTERNAL FUNDS

- Delegated funds
- Cofinancing



### TECHNICAL ASSISTANCE

- Needs analysis: market research, feasibility studies
- Project management assistance, delegated project management
- Networking, partnerships, transfer of knowledge, and peer-to-peer dialogue
- Mobilization of adapted expertise
- Providing infrastructure and construction/rehabilitation
- Deployment of international technical experts (ITEs)
- In-person or MOOC training by AFD Group Campus



### ACCOUNTABILITY, COMMUNICATION, AND RESEARCH

- Monitoring impact indicators
- Enhancing the project or program
- Evaluating the project or program
- Studies and research publications
- Capitalization and innovation

## FOCUS ON OVERSEAS FRANCE

### IN THE FRENCH OVERSEAS TERRITORIES, AFD SUPPORTS...



**public stakeholders** – municipalities, departments, regions, and inter-municipality authorities with:

- subsidized loans
- non-subsidized loans (including prefinancing of EU grants)
- grants
- advisory support



**private players** – banks, businesses, and associations with:

- loans on market terms
  - direct loans to companies
  - refinancing of the banking sector
- advisory support

# Fostering an accessible and attractive cultural sector

To promote access to a suitable cultural offer and to support the structuring of CCIs, AFD Group finances public policies, cultural heritage sites, and cultural facilities.

## SUPPORT FOR PUBLIC POLICIES THAT MAKE CCIs WORK FOR DEVELOPMENT

### SUPPORT AMBITIOUS NATIONAL CULTURAL POLICIES



#### SUPPORT FOR BENIN'S CULTURAL POLICY

€55 M loan and €5 M grant by AFD to the Republic of Benin – technical support from Expertise France

- Help implement cultural sector reforms through public management and decentralization
- Promote the sector's structuring and professionalization: regulatory framework (copyright, legal status of artists, etc.), financing of operators, and monitoring of its contribution to national GDP
- Improve dissemination, access (regional network of cultural sites and venues, artistic and cultural education, etc.), and the promotion of culture

### PROMOTE INCLUSIVE REGIONAL DYNAMICS ACROSS MULTIPLE COUNTRIES



#### REGIONAL PROJECT TO STRUCTURE CCIs IN THE INDIAN OCEAN AREA

€5.1 M grant by AFD to the Indian Ocean Commission

- Boost CCIs by ensuring better governance of the sector, enhancing the cultural heritage of the Indian Ocean region, and supporting initiatives and training of cultural stakeholders
- Reduce gender inequalities, including through actions for the inclusion of women and awareness-raising on gender-based violence

## FINANCING FOR CULTURAL SITES TO PROMOTE LOCAL DEVELOPMENT

### PRESERVE AND PROMOTE CULTURAL HERITAGE



#### CULTURAL HERITAGE CONSERVATION FOR FORT LAHORE IN PAKISTAN AND THE URBAN RENEWAL OF ITS SURROUNDING AREA

€22 M AFD loan to the Islamic Republic of Pakistan

- Rehabilitate, conserve, and promote Fort Lahore, and create a visitor center
- Improve urban infrastructure in the buffer zone around the fort
- Contribute to local economic development and initiatives that promote tourism

### FINANCE LOCAL CULTURAL INFRASTRUCTURE



#### REHABILITATION OF THE JACQUES AKA CULTURAL CENTER IN CÔTE D'IVOIRE

€17.2 M grant from AFD (via C2D\*) to the Republic of Côte d'Ivoire – technical support from Expertise France

- Improve access to cultural services in Bouaké (library, theater, etc.) by reducing regional inequalities
- Support the structuring and professionalization of the sector through training and business incubation

\*Debt Reduction-Development Contract

# Support for stakeholders of the cultural ecosystem

AFD Group supports capacity building and access to financing for CCI stakeholders in order to help structure cultural and creative sectors throughout the value chain (for creation, production, dissemination, and distribution).

## SUPPORTING TRAINING IN CULTURAL PROFESSIONS AND CAPACITY BUILDING

### BUILD THE SKILLS OF PRIVATE AND PUBLIC STRUCTURES



#### FIT ICC – PROFESSIONAL TRAINING IN THE AUDIOVISUAL AND PERFORMING ARTS SECTORS IN SENEGAL

€2.8 M grant from AFD, via European Union funding, to the Republic of Senegal

- Develop a high-quality and sustainable professional training offer in the audiovisual and performing arts sectors
- Support the sector's development and professionalization, in particular by enhancing public-private collaboration
- Promote the young people's integration into the labor market

### FOSTER EXCHANGES AND KNOWLEDGE SHARING



#### DJOWAMON – PROFESSIONAL PLATFORM DEDICATED TO AFRICAN MUSEUMS AND CULTURAL HERITAGE

Implemented by AFD Group Campus in partnership with the University of Paris 1 Panthéon-Sorbonne and École du Patrimoine Africain, with support from the Zinsou Foundation, the African World Heritage Fund, and Centre Pompidou

- Offer online training modules
- Facilitate a community of practices promoting exchanges
- Build skills and networks over the long term

## SUPPORTING FINANCING FOR ENTREPRENEURS AND CSOs\*

### PROPOSE A FINANCING CONTINUUM FOR INNOVATIVE ENTREPRENEURSHIP



#### CREAFUND – GUARANTEE FOR CCI INVESTORS

€6.47 M facility implemented by Proparco via European Union delegated funds, within the framework of the CreatiFI initiative

Creafund encourages financial intermediaries to invest in cultural and creative businesses in sub-Saharan Africa and the Caribbean, via a guarantee mechanism to cover the risk of investment funds. It also supplies technical support.

#### DIGITAL AFRICA

This Proparco subsidiary boosts and invests in tech startups (including CCIs) from their initial development phases.

### SUPPORT CIVIL SOCIETY ORGANIZATIONS WORKING FOR A SOLIDARITY- AND SUSTAINABILITY-DRIVEN ECONOMY



#### HIKING TRAILS IN THE MIDDLE EAST

€1.8 M grant from AFD (via the CSO Initiatives mechanism) to the French associations AFRAT and TETRAKTYS in Jordan, Lebanon, and Palestine

- Establish a network of long-distance hiking trails in the Mediterranean (Med Trails)
- Develop local economies by supporting community-based initiatives along the trails
- Analyze and anticipate the effects of climate change on hiking tourism and raise awareness among its stakeholders
- Promote natural, cultural, historical, and religious heritage

\*Civil Society Organizations

# Mobilizing partners

Faced with the considerable challenges facing the cultural and creative sectors (climate transition and the rise of generative AI in particular), AFD Group mobilizes its financial partners to encourage solidarity- and sustainability-driven investments and to multiply their impacts. It works as part of Team France, drawing from recognized French expertise to accelerate transformations and strengthen links between territories.



## THE PUBLIC DEVELOPMENT BANK NETWORK

At the 2023 Finance in Common Summit, the “Coalition for Sustainable Development through Culture and Arts” was launched with several public development banks to foster reflection and joint operations.



## EUROPEAN UNION

AFD Group’s three entities can mobilize European Union funds. Expertise France is an EU fund manager for the implementation of Euro-African cooperation programs on performing arts, the audiovisual sector, and museums.



## PHILANTHROPIC ORGANIZATIONS AND SPONSORS

Our partnerships with these stakeholders are exemplified by the Metis Arts and Development Fund, which is hosted by AFD. It manages philanthropic funds in order to finance social and artistic initiatives that engage people and support sustainable development.

### MUSEUM COOPERATION BETWEEN AFRICA AND EUROPE

€2 M grant from AFD, in addition to contributions from the EU (€15 M), Germany (€2 M), the Netherlands (€500 K) and Belgium (€400 K), making up €19.9 M in all – Implementation by Expertise France (€9.2 M in management) and the Goethe Institute

- Encourage the development of a renewed shared narrative between Africa and France through museum cooperation
- Bolster capacities and exchanges between African and European museum institutions; preserve, document, and better highlight collections; enhance the social function of museums as spaces for dialogue, education, and inclusion



### FRENCH PUBLIC AND PRIVATE EXPERTISE



### SUPPORT FOR EXPANDING THE MUSIC INDUSTRY IN GHANA

€620 K grant from AFD (via FEXTE\*) for the Creative Arts Agency – Implementation by Expertise France

- Strengthen the music ecosystem in Ghana through the structuring of the music publishing sector and the planning of infrastructure dedicated to music distribution, by mobilizing Arty Farty, France’s Centre National de la Musique, and SACEM

\*Fund for Technical Expertise and Experience Transfers

### DECENTRALIZED COOPERATION BETWEEN ANGOULÊME, FRANCE, AND ZAPOPAN, MEXICO

€1.5 M grant from AFD (via the FICOL\*) to the Greater Angoulême conurbation community, in partnership with the Municipality of Zapopan

- Continue the fruitful collaboration between French and Mexican partners to strengthen CCIs in both locations, in particular by supporting the comics and image industries

\*Financing facility for local authorities

# AFD Group



AFD Group, through its three complementary entities (AFD, Proparco, and Expertise France), offers a comprehensive range of products and services designed for the public and private sectors, as well as civil society.



## PUBLIC SECTOR

**Agence Française de Développement** finances and supports its public partners and civil society organizations via:

- Sovereign loans
- Non-sovereign loans to public companies
- Financing for projects and public policies
- Partnerships and dialogue on public policies
- Loans, grants, and mobilization of delegated financing



## PRIVATE SECTOR

**Proparco** finances and supports the private sector through:

- Project financing
- Long-term senior debts
- Equity and quasi-equity capital
- Guarantees
- Donor syndication
- Expertise and advice



## TECHNICAL COOPERATION

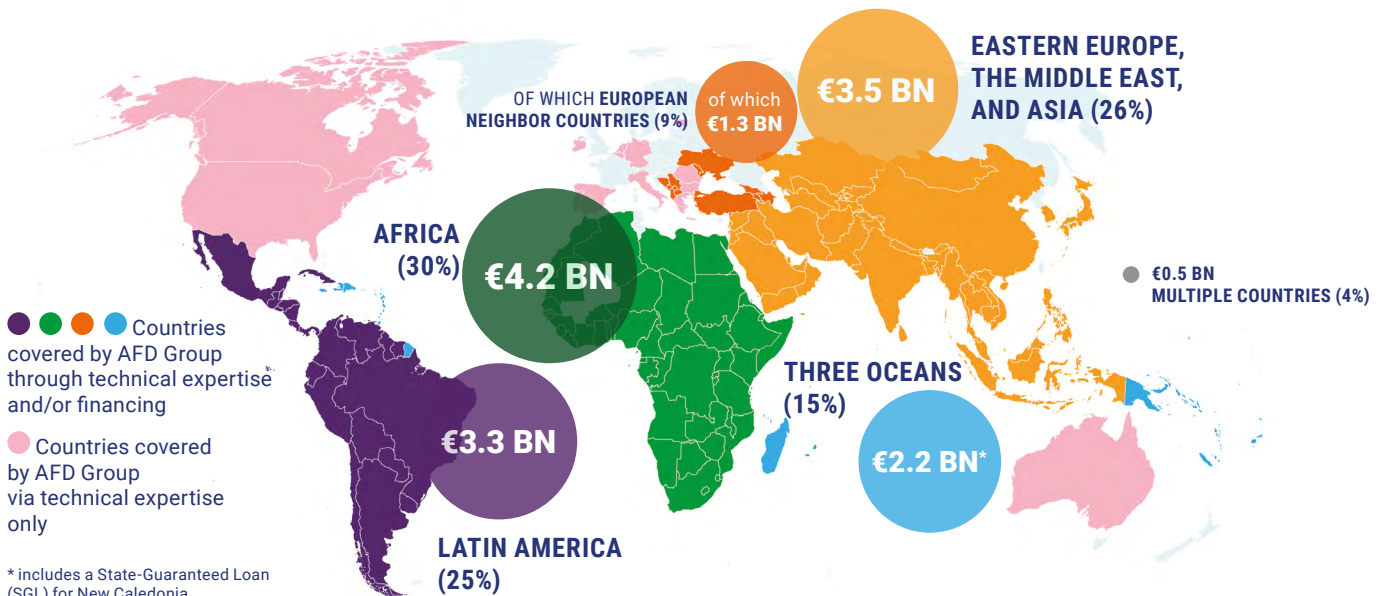
**Expertise France** designs and implements technical cooperation projects that strengthen the public policies of its partners over the long term, via:

- The provision of public expertise and capacity-building
- Advice and networking
- Design and management of technical assistance programs
- Product management through grants

## AFD GROUP AROUND THE WORLD

AFD Group supports, finances, and helps guide sustainable-development processes in more than 160 countries and 12 French Overseas Departments and Territories.

2025 Geographic breakdown of AFD and Proparco commitments and Expertise France signatures



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## For a world in common

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AFD Group finances and drives the transition to a fairer, safer and more resilient world, working with its partners to support communities all over the world. Drawing on the complementary strengths of its entities – Agence Française de Développement for public financing, Proparco for responsible private investment, and Expertise France for technical expertise – the Group is ideally positioned to meet all sustainable development challenges.

Working in over 160 countries, including France's Overseas Territories and Departments, the Group adapts its operations to the realities on the ground, actively supporting local initiatives. With over 4,000 projects, whose objectives are aligned with the Sustainable Development Goals (SDGs), AFD Group works on behalf of the French people, together with all stakeholders committed to economic development and the preservation of common goods: climate, biodiversity, peace, gender equality and global health.

**Working by your side, toward a world in common.**



[www.afd.fr/en](http://www.afd.fr/en)

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